



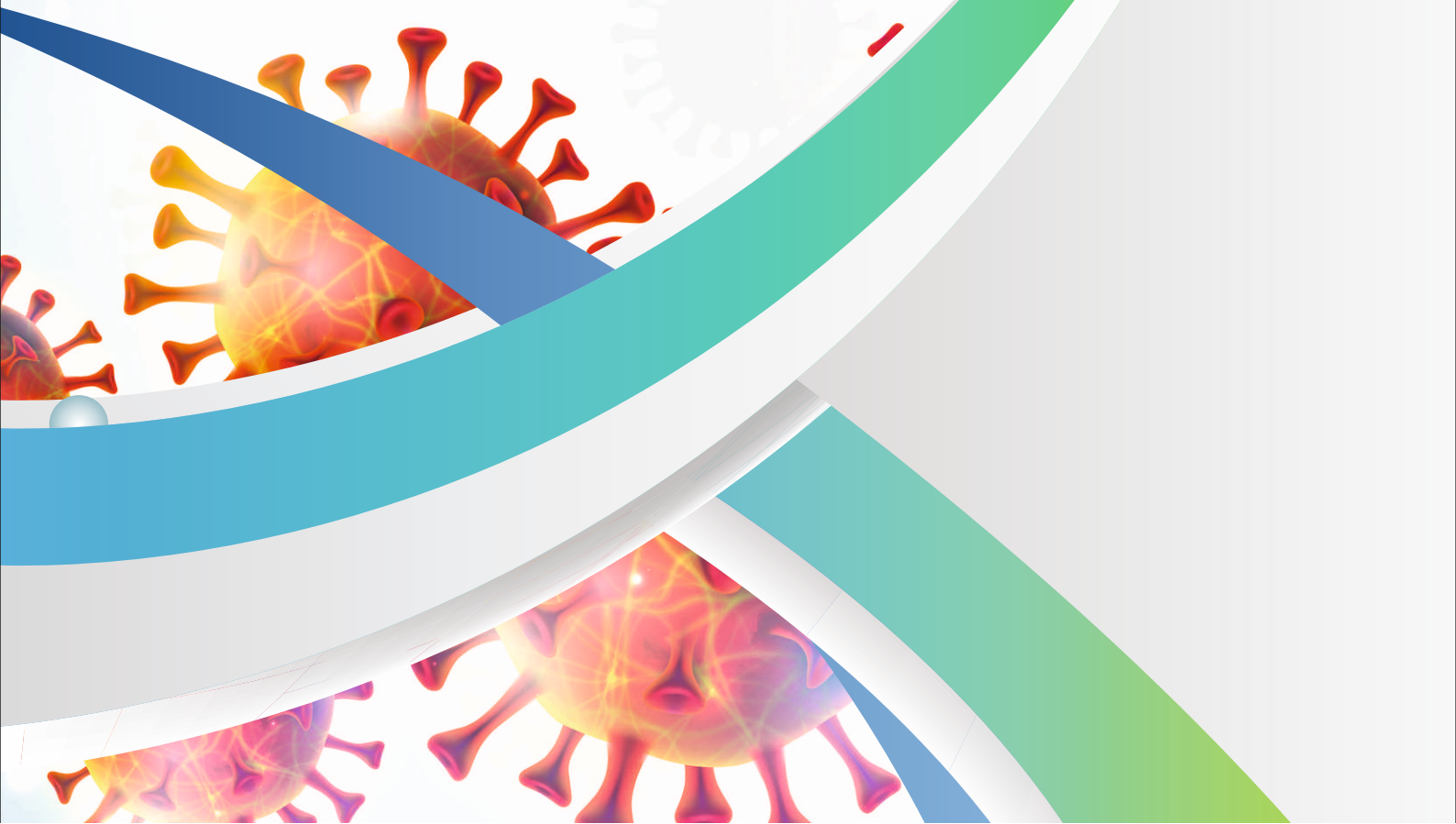
# SWAVALAMBAN

BECHAIN SAPNO KO PANKH.....

Swavalamban Info Series

Volume-VI

## **Access in Times of Crisis.... Path Beyond Crisis**



## Preface

Dear Swavalambi,

Swavalamban Greetings from SIDBI!

With the adoption of Vision 2.0, SIDBI has reoriented its focus on Promotion & Development with theme of Sampark (connect), Samwad (interaction), Suraksha (security) and Sampreshan (disseminate). Vision 2.0 aims at innovative and wider impact programme to benefit the MSEs both in “setting up” and “stepping up”, which will in turn generate more employment and overall economic growth in the country. Further, the Bank launched Mission Swavalamban in 2018 to spread entrepreneurship culture and turn masses from “Job seekers” to “Job creators”, restrict rural migration to urban areas and promote sustainable livelihood opportunities with thrust on bottom of pyramid, unserved/underserved pockets/segments and overall MSEs.

Swavalamban Info Series is one such attempt to connect with the present and potential Swavalambis and help them in their voyage of shaping their dream entrepreneurial ventures. It brings the basic as well as advanced knowledge of entrepreneurship to your doorstep as well as keeps you up to date with the latest happenings/schemes/initiatives which you can utilize for your and others' benefit.

Information asymmetry has been a challenge restricting aspirational India to evolve as inspirational job creators or Swavalambis. Even existing Swavalambis struggle's on updates, refreshed/ reliable information to continue their Step-up Journey. Under SIDBI version 2.0, Umbrella Mission Swavalamban is inclining forward to ease access to financial & Non-financial services to ensure dreams come true especially for youths, unserved & underserved segments. The Present series brings on table the opening up approach & strategies including experience sharing by practioners.

Our endeavour is to unlock the happiness quotient & maximize empowerment. We keep evolving with readers' feedback. Kindly send your feedbacks/queries/suggestions to us so that we can improve with each volume. We hope you will enjoy reading the series as much as we enjoy writing it.

Happy Reading!

Team Swavalamban, SIDBI

# The Crisis and Impact

MSMEs are hailed as the backbone of Indian economy upon which hinges the ambitious dream of \$5 trillion economy by 2025. There are about 63 million MSMEs in India. With the revised definition of MSMEs w.e.f July 01, 2020, more number of MSMEs will now be benefited in term of growth & outreach. However, the unprecedented crisis of Covid-19 which has sent the whole world in a state of lockdown is being seen as a big blow on the well-being of this sector. With factories shut and no workforce available, massive fallout is being witnessed in world economy. The unpredictable nature of the pandemic has made it difficult to gather the statistics over the impact on businesses. This has posed new challenges to the policymakers.

In India, MSME sector, which is not only a huge contributor to the GDP, but is also a massive employment provider, has been facing adjustment shocks. However, there has been a unique predicament brought by the Covid-19 crisis in the lives of the entrepreneurs. The MSMEs, being susceptible to systemic shocks, don't possess the resources of large companies which are still able to survive due to their strong support system. These enterprises, hence are at greatest risk during such upheavals. However, this pandemic also presents opportunity to trigger creativity and readiness to seize newer opportunities among MSMEs.

Their resilience capacity enables them to swiftly align & balance to emerging challenges.

## Protection & Continuity

What is crucial during the times of such a pandemic COVID-19 crisis ?

**1) Fund Crunch:** During crisis, we see a huge slump in both demand as well as supply. Even the customers often delay payments while citing lack of revenue. Further, there is continuous outgoing of rent, interest, salaries and other payments which prove to be a dent in the liquidity of an enterprise. The following ways can be tried to tackle fund crunch.

**a) Negotiation for rental deferment:** If you are operating from rental premises, you can negotiate for deferment of rental payments with your landlord. In case the property is on lease, try negotiating for an extension of lease period which would lead to lowering of monthly payments. The landlords/lessor will be willing to do this to avoid having his/her premise empty and rather would prefer getting steady rent payments in the longer run. You can also look for co-working space facilities near by & leverage that.

**b) Insurance:** Discuss with your insurance provider about ways to reduce your premium. For example, if you have not filed any claims for a long period, you can convince them to provide a lower premium as a reward for not costing them any money. Alternatively, you can find an insurance provider offering lower premiums.

**c) Support from Industry Associations:** Discuss with your industry association about your business woes and try to gauge the support they can provide for you through the state government and other sources. The Industry Association is your representation at various forums.

**d) Unsecured loans from better off industries:** During any crisis situation, some industries are better off than others. Look for such industries in your area and/or from your industry association, and use your goodwill to negotiate unsecured loans from them. Such situations are temporary, but can happen to any business, and surely the fraternity members would be understanding and would come forward for your assistance. Explore using their unutilised capacities which they can use or even others.

**e) Interest and Principal payment:** Keep watching the announcement of regulators in terms of moratorium period on term loans and working capital facilities for loans outstanding. This shall help to mitigate the cash crunch situation being faced by MSMEs. This facility can provide cushion to your liquidity situation. However, it is imperative that the facility should only be used in case you are in a position of cash crunch.

**f) Food and basic amenities to labour:** Amidst the lockdown situation, it is crucial to take care of the ones that rely on you the most. You should provide them with the basic necessities apart from food like medicines and keep in touch with their requirements. The labour force which has not been able to return to their native places are in immense need of support. Those who have returned shall come back only when you have taken good care of them.

**g) PF payment deferment:** The Employees' Provident Fund Organisation (EPFO) has announced for extension in the due date of March payment for employers of establishments which have disbursed wages for March 2020 to its employees. This incentive should be utilized to provide uninterrupted staff salaries and help them cope up with their expenses. Track such announcements.

**h) Old debtors:** Discuss with your debtors, especially the ones with long outstanding payments and try to negotiate for partial/full payment of their dues.

**l) Banking fees:** Have a look at your bank statements to understand the banking fees you have been paying, for example: check processing/account maintenance fees. You can discuss with your banker and request them to reduce/stop charging the payments which can be avoided. Most banks would be more than willing to accommodate your request at this juncture. You can also consider switching the type of account you are holding in the bank to the one with lower charges involved to save costs.

## 2) Fund Raising:

**a) Difficulties :** The biggest challenge for the MSMEs during the crisis situation is cash flow, and the enterprises would need a fresh infusion of working capital to continue operations. At the time of a crisis, not all industries are working at full capacity. In case your manufacturing/service activity does not belong to essential service category, it may be difficult for you to obtain funds from financiers since there is hardly any activity going on in your industry. However, it is still possible to find funding avenues.

### a. Options

**i. Working Capital limit / Cash Credit (CC):** If you have an existing working capital limit in the bank, you can request for a higher Drawing Power if your security can cover it. This will provide you with additional funds to keep the ship sailing. Moreover, you can request the bank to provide TOD/Ad-hoc limit for your imminent cash requirements.

**ii. Loan Against Property(LAP):** In case you have immovable property, you can obtain the facility of loan against property from the banks.

**b. Alternate Sources:** However a great caution must be exercised while taking additional loans, assess your requirements well and strictly avoid diversion of funds.

**i. Fintechs:** With new social distancing norms in place, the technology driven financial platforms are gearing up for MSME financing. One such platform is pabloansin59minutes, which shall assess your loan eligibility and provide an in-principle sanction to your loan proposal within a span of 59 minutes. Lakhs have benefitted. If you haven't, go for it now. It offers multiple and best fit offers from participating banks and thus empowers you with enhanced negotiation capability. You can explore other similar sources like crowdfunding to obtain liquidity.

**c. Emergency Credit Line Guarantee Scheme (ECLGS) :** In view of COVID-19 crisis, Government of India has launched a special scheme called Emergency Credit Line Guarantee Scheme. It



provides 100% guarantee coverage to Banks and NBFCs to enable them to extend emergency credit facilities to Business Enterprises / MSMEs in view of COVID-19 to meet their additional term loan/additional working capital requirements. For detail you may visit : <https://www.ncgtc.in/>

## b) Managing Customers

### a. Low cost marketing sources/ Engaging with customers –

**i. Digital marketing techniques:** Bring up your website which is easy to find and understand. Maintain a blog to keep customers updated, include testimonials of your satisfied customers, use technology like Search Engine Optimization (SEO) to make your website easy to find. Keep updating the existing and prospective customers about your business and use digital tools to build relationship & popularize your product.

**ii. Social Media:** Maintain social media pages like facebook page, twitter handle and regularly update your existing and prospective customers about the situation to be in touch with the customers.

**iii. Marketing to existing customers:** Request your existing customers for referrals, use word of mouth publicity to increase your popularity.

**iv. Tie ups:** You can tie up with other businesses wherein you refer your customers to each other, or offer discounts to them.

**v. Online contests:** Organizing contests create a rewarding feeling to the customers which naturally builds their interest in the product.

**vi. SMS/WhatsApp for business:** You can create a group for your customers where you can ask them about their concerns, demands, suggestions, etc.

**vii. E Commerce:** Digitally on boarded enterprises are geared up to reach the unreached & enjoy growth in their business. You can register as both buyer & seller on Government e-Marketplace (GeM) at <https://gem.gov.in/>.

**viii. Care/Well being calls:** Call up your stakeholders asking about well being of them and near dear ones. In case you know about someone affected of disease extend support. These calls should be empathetic and never about business.

## c) Managing operations:

**a. Can you run the manufacturing facility with minor tweaking of process and think of a product or service you can provide which will not only keep your business up and running, but may also contribute to the supply of much needed products/ equipments/infrastructure during such critical times.**

It is important to think differently. If your business can produce an ancillary product or service for the companies producing essential commodities, you can approach such companies for collaboration as it will ensure that both of you continue to run and benefit during this time.

Some examples of modifications being followed by some industries are as follows:

- i. Production of hand sanitizers by industries producing cosmetics.
- ii. Industries engaged in shoe or other textiles have started the production of face masks.
- iii. The industries manufacturing PPE textiles are now producing PPE kit for the healthcare workers.
- iv. Some industries engaged in production of plastic equipments/ parts have turned to production of sanitizer bottles.
- v. Industries engaged in the production of moulds are now providing their prototypes of moulds for ventilators.

**b. Control your fixed cost:**

Fixed costs are the ones incurred by an enterprise irrespective of the output generated. Such costs include – rental/Lease payments, salaries, insurance, banking fee payment, advertising etc. These costs cannot be eliminated since they are independent of whether you are able to generate enough revenue or not, they can certainly be reduced so as to increase your overall profit margin.

**c. Re-negotiate contracts:** During such times, it might not be feasible to go with the existing orders and contracts. It is important to:

- a. Re-visit existing orders in hand and obtain confirmation from your clients regarding their earlier placed orders that whether they are still in requirement of the same.
- b. Also, enquire whether they are willing to accept slightly delayed terms for fulfilment of the orders.
- c. If you are in a position to service the orders, negotiate advance part payment terms with your customers.
- d. Discuss with your customers regarding extension of timelines for execution of partially fulfilled orders at the time of lockdown. For example, if you have received orders through tenders, discuss with the agency regarding extension of time period for fulfilment without levying of any additional penalties.

**d. Prune your customers (focus on profitable ones):**

- a. Study the past track records of your customers and perform a detailed analysis which includes categorization based on payment behaviour, length of relationship, present reputation of the client and market standing.
- b. Try reaching out to the customers and offer them competitive deals based upon the above categorization.
- c. 80/20 rule can be applied : Identify 20% customers that bring 80% of the revenue and focus on collecting what you can from them.

**e. Be careful about orders received, check, recheck about the acceptability**

- a. Accept orders based upon detailed analysis of your own production capacity, serviceability and availability of workers.
- b. Be careful while accepting orders from customers. There may be a case wherein a customer who generally used to place an order for 1000 units suddenly places order for 10000 units. Carefully observe his capacity to pay for the increased order and in case of doubt, negotiate him for lower units.
- c. Try diversifying your customer base so that orders are not concentrated from a single source.
- d. Also, study the orders in hand, and in case of not being able to service them fully or timely, have a discussion with the customer for revised order terms.
- e. Gradually increase your order acceptability in coherence with your production capacity and availability of the workers.
- f. If you have sudden orders then instead of investing in fixed assets look for enterprises willing to share their idle capacity for use only basis.

**f. How to be ready:**

- a. Determining expected cash flow for next 90 days.
- b. **Stock segregation:** Keep analysing the stock position by regularly visiting the inventory management system. Keep a track on the obsolete stock and the finished products that would be readily available . Also, keep a track of the raw material availability so that production can be swiftly resumed.
- c. **Keep in touch with your customers:** Have regular discussions with the customers whether they

would need the earlier orders placed/ or would require modified supplies after you resume your production. Review of supply chain of your product is also necessary from sourcing to delivery.

d. Check for potential support available from local, state/central government etc .

## d) Handling Employees

### I. Communication:

a. You should hold regular communications to your employees enquiring them about their problems, well-being, etc. The communication should be logical along with being empathetic giving the message that whatever happens, the management will be doing the best we can for you.

b. Frequent and timely communication about the organization's strategy which is accurate, and sent through clearly defined channels is quite crucial. Employees should be given clarity about the decisions being taken along with providing them a forum for feedbacks/queries so that there is less scope of confusion and miscommunication.

c. Employees should be given a platform to discuss their concerns and share feedback so they feel themselves as a part of the system..

**Protection (Financial, Health and Food):** Your employees are a part of your responsibility. Please make provision for cleaning and decontamination of workplace, take measures to protect workers, provide them medical insurance including online education expenses. It is important to gauge any financial, health or other requirements they might have during such times. Have regular discussion with them and try to fulfil any genuine requirements they might be having during the times of crisis. Try to arrange for online counselling if possible to those feeling distressed or anxious.



# Growth after crisis

## a. Gearing up for rebooting business:

**i. Inventory Analysis:** Have an in-depth study of your standing inventory after the re-start of business. Get an idea of the amount of stock which cannot be put to use and the amount which is ready for sale.

**ii. Suppliers:** Get in touch with your suppliers and give them your raw material requirement estimates. Also, study the business viability of your existing supplier after the crisis as many won't be able to do the same level of production afterwards.

**iii. Customers contact:** Through the existing groups, contact your customers about their existing and any future requirements. Also, parallelly keep a track of your transportation facilities/ shipping arrangements available and agreeable to services your contracts.

**iv. R&M check of machinery:** Since the production might have been halted for a considerable amount of time, it is important to have a repair and maintenance check of all the manufacturing equipment and re alignment of manufacturing processes.

## v. Start production with available

**labour:** Make arrangements for the labour to come to work as quickly as possible and in the meanwhile start your activity with the labour in hand and gradually scale up with the availability of labour.

**vi. Work from Anywhere or Work from Home :** This can help you to defray your expenses as also keep employees safe. Office activities including marketing etc, if computerised can be done from anywhere.



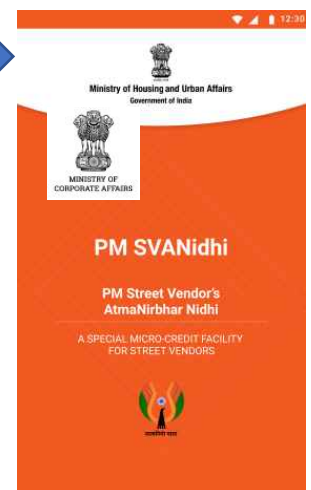
**PM Street Vendor's AtmaNirbhar Nidhi**  
**(PM SVANidhi)**  
 A SPECIAL MICRO-CREDIT FACILITY FOR STREET VENDORS

[Apply for Loan](#)

PM SVANidhi Portal (launched on July 02, 2020) -  
<https://pmsvanidhi.mohua.gov.in>

### PM SVANidhi Mobile App

- **Launched on July 16, 2020**
- Available on Google Play Store
- For Lenders to Originate Loan Applications
- Mapped with Banks Branches
- **E-KYC facility for MFIs**
- **Vendor Survey Check**
- **De-Duplication Check**



**SIDBI Acting as Implementing Agency & Providing End to End Digital Solution**





## MSMESaksham A one-stop knowledge platform for MSMEs

In order to support the revival of India's economy and strengthen MSMEs, Small Industries Development Bank of India (SIDBI) in association with TransUnion CIBIL has launched MSMEsSaksham - a comprehensive financial education and knowledge platform for Micro, Small and Medium Enterprises (MSMEs). This unique one-stop knowledge portal will guide MSMEs seeking seamless and quick access to finance while also supporting entrepreneurs towards managing their credit obligations.

MSMEsSaksham aims to guide MSMEs across their credit lifecycle, from availing credit to start and grow their businesses, to managing credit lines to sustain and build structural strength of the business, as well as ensuring timely closures and renewals of credit facilities. Focused on two key pillars of financial knowledge and access to credit, MSMEsSaksham leverages SIDBI's extensive network of MSMEs as well as information and insights from TransUnion CIBIL to create an educational ecosystem that can help build structurally strong MSMEs.

During COVID-19 pandemic access to credible information on maintaining financial discipline is critical to help MSMEs achieve long term stability and sustained business growth. Managing credit well and building a good CIBIL Rank is essential towards creating a structurally strong business.

### Highlights of MSMEsSaksham:

1. Available in two languages – English and Hindi
  2. Consolidated list of all GOI and State government schemes and interventions launched to help MSMEs
  3. Knowledge Hub with informative articles, how-to infographics and videos, and business insights to help entrepreneurs and business owners start or grow their businesses
  4. Business Insights and MSME Resources showcase credit trends and regional insights
  5. A seamless credit journey with all the necessary tools:
    - ▲ CIBIL Score & CIBIL Rank to help MSME owners understand their company's credit profile
    - ▲ Special loan offers for MSMEs
  6. Help Centre and Events calendar with frequently-asked questions about credit and CIBIL Score and CIBIL Rank, MSME news snippets and the latest announcements
- For more information, please visit [www.msmesaksham.com](http://www.msmesaksham.com)

## b. Evaluate the prospects in existing business

- i. Evaluate the quantum of damage:** Within a quarter or two of resuming business, it is important to map the profitability metrics and its sustainability. Damages could be obsolete stock, loss of existing orders in hand, overhead cost in terms of R&M check, loss of labour workforce, not achieving the threshold production capacity, increase in production cost, opportunity cost etc.
- ii. Fix a reasonable time line to recover the cost:** Discuss with the team, go back to drawing board and recalibrate a plan for corrective measures to be put in place for recovery of the business. Implement these measures in the next 2-3 quarters and after this time period, evaluate the progress of the business and modify the plan accordingly.
- iii. Realistically calculate the sales projections and accordingly adjust your cost:** Re-align your production capacity with present and projected demand to cut down on fixed costs to be more viable.
- iv. Thinking and look at the market for innovative ways to managing fixed cost.**
- v. Can the existing business prosper with a new set of customers?** Study the existing demands in the market and if there is any behavioural shift, try looking out for modifications in your product profile to suit the taste of customer. For example, you may be producing a product which has become a luxury after the behavioural shift of customers. In such a scenario, try altering your product to a necessity based one.
- vi. Is there a need for diversification?** Carefully analyse the rewards and risks involved. Either the existing business has less opportunity post crisis or some other related business activities have become more attractive: For example, the transportation providers started logistics and courier services which continued running during the pandemic. Analyse the kind of diversification which suits you, and which shall keep you up and running during any time of crisis situation.
- vii. Skilling/Upskilling/Reskilling :** Encourage employee to enrol for online courses which enhance skills, refresh existing skill set as aligned to latest expectations and acquire skills for betterment or for diversified opportunities.

## c. Diversify

- i. Map the Gaps :-** The more localised potential you shall identify the more we shall be closer to national dream of Atmanirbhar Bharat. To attempt that :-
  - a. Find out what all is being imported.
  - b. Assess your internal capability and local availability of resources.
  - c. Acquire/allocate/ lease/rent resources for tapping the untapped. Be Vocal for Local.
- ii. Identify sectors for diversification:** Identify the sectors where you can do better than your competitors, analyse strengths in your existing business which you can hinge upon to create new business avenues. For example, you may identify a group of customers you are yet to tap, but simple modifications in your product/service can cater to that section. You can think about diversifying to that area.

**iii. Do your SWOT analysis:** Brainstorm with your team and the key stakeholders of your business to pin down your:

- a. Strengths:** The sectors where you can put your existing technology to its full benefit, the sectors where you can give stiff competition to other players in the market.
- b. Weakness:** The areas where you need improvement, the gaps that exist in your capacity, etc.
- c. Opportunities:** The sectors where there is an emergent requirement of new players and which suits your existing strengths.
- d. Threats:** Identify the existing competition in the field and any future changes which can considerably affect the business scenario.

**iv. Do your Porter's Five Force Analysis:** The analysis uses five tools to understand a company's profitability and the existing competition in the industry. Try to analyse:

- a. Threat of new entrants:** Any area with very less barriers to entry soon becomes highly competitive and this may lead to intensification of rivalry.
  - b. Bargaining power of suppliers:** Very strong bargaining power of suppliers may leave you with low quality products at higher costs.
  - c. Bargaining power of buyers:** Similar to suppliers, very high bargaining power of buyers may leave you with lower profit margins.
  - d. Threat of substitutes:** Any field for which the customers may easily find a substitute may not be viable in the long run.
  - e. Rivalry among existing competitors:** Too much competition means the firms have to rival aggressively for market share, which may lead to lower profit margins.
- v. Evaluate cost and opportunity cost of diversification:** It is advisable to gradually diversify in the field which suits your existing technology and banks upon your strengths.

## Know about Swavalamban Connect Kendras (SCKs)

The initiative aims at providing information/guidance to aspiring entrepreneurs by:

- Promoting awareness,
- Helping the aspirants
- Identify business ideas,
- Skill training connect through RSETIs/PMKKs, etc.,
- Developing business plan/project reports aligned to local potential,
- Connecting them to PM Mudra Yojana/PMEGP/CMEGP/other MSE related schemes for credit facilitation,
- Hand-hold them to take care of initial business challenges.

**The aspirants can reach out to SCKs through toll-free numbers - 1800-200-1265 (for UP) & 1800-121-1265 (Bihar, Jharkhand, Orissa & Telangana). Please guide Youths to be Job creators.**

## Wadhvani Foundation's Sahayata Business Stability Program

SIDBI has partnered with Wadhvani Foundation's Sahayata Business Stability Program to extend business consulting services to guide SMEs on how to be solvent, how to stabilize business and then grow faster during and post COVID-19 crisis.

The Sahayata Program aimed to help upto 10,000 SMEs navigate through the Covid-19 crisis towards survival, growth, success and ultimately help save or create 100,000 jobs. This will provide SMEs with free access to webinars, knowledge Master Classes, Do It Yourself (DIY) tools, business consulting through our AI powered technology platform and a strong network of and partnership with over 250 consultants/advisors/ mentors.



## Swavalamban Crisis Responsive Fund (SCRF)

The initiative aims at offering free access to MSMEs to onboard digital platform for addressing the challenges of delayed payments during these challenging times.. TReDS is an institutional mechanism set up to facilitate the trade receivable financing of MSMEs from corporate buyers through multiple financiers.

SIDBI has, under Swavalamban Resource Facility set up "Swavalamban Crisis Responsive Fund (SCRF)" to support MSMEs to onboard Trade Receivables Discounting System (TReDS) Companies viz. Receivables Exchange of India Ltd (RXIL), M1xchange and Invoicemart for free. Free access is presently available till September 2020.

### TReDS- Easing the way you do business

- The purpose of TReDS is to have a institutional mechanism for facilitating the financing of trade receivables of MSMEs from Corporate and other Buyers by online bidding by multiple financiers through an auction mechanism to ensure prompt realisation of trade receivables at competitive market rates.
- TReDS provides advantages of (a) quick realisation of receivables (b) funds for growth (c) digital gains on quick payments (d) price discovery
- How
  - ☆ Three players- seller MSMEs, purchasers-corporates, financiers operate on the platform.
  - ☆ The invoices raised by msme are accepted by purchaser and traded on TReDS platform .
  - ☆ Multiple financiers participate in the auction.
  - ☆ Auction system attracts competitive rates leading to price discovery and payments in 48 hrs.
- SCRF will help those small enterprises in creating and sustaining the jobs and other economic activities at local level in this pandemic situation. Moreover, it will also attend the delayed payments to the MSMEs and give them a breather from squeezed/severely crunched cash flow.

## Standard Operating Procedure for reopening of office after Lockdown – Experience sharing of a Fintech

### All the Employees are requested to bear in mind the following points:

- Download the “Arogya Setu” application in their mobile phones.
- Concerned Reporting Manager and Team Leaders to take the decision for their team members on joining office based on evolving situation and considering the workload as well as based on the business and operational requirements to maintain social distance.
- Each employee to declare their health status as per the prescribed format
- HR shall evaluate each employee's health situation based on self-declaration and shall permit employee to attend office only when the employee is healthy.
- Employee having symptoms of fever, cough, vomit, difficulty in breathing etc. should not resume work without proper joining advice / fitness certificate from the Doctor.
- Before entering the workplace, it will be mandatory for everyone to use Foot pedal hand sanitizer at entrance point.
- Mandatory thermal scanning of everyone entering & exiting the workplace to be done at the reception area.
- Entry to be allowed only after thermal checking of all employees. If it is beyond 40C, an employee will not be allowed to enter the workplace. They shall be isolated (in the Game Zone Area), and temperature will be taken again. In case the recorded temperature is still high then the person shall be sent home immediately.
- There will be at least 4 times temperature check in a day. In case temperature is beyond 40C during the working time, the employee shall be shifted either to the isolation room or may be asked to go back home immediately. The person will be allowed to re-join work only after Doctor's fitness certificate.
- Office doors shall remain open.
- It is mandatory to wear mask & gloves by all employees for maintaining personal hygiene during working hours. However, Face mask & gloves will be available at the reception area.
- Social Distance of minimum 1 meter should be adhered to.
- For attendance, kindly use the mobile app. Biometric devices shall not be used for punching in.

- Necessary arrangements have been made in office for working. In order to maintain distance, no employee shall use workstation / work place where "X" is marked in red in office premises.
- At the time of bringing computer system back to the office, system should be handed over to admin staff. They will sanitize it & hand it over to IT team for further process. After completion of process, IT team will fix the system at the designated workstation.
- To maintain social distancing, more than three persons are not allowed to be together.
- Tea / coffee shall be served when asked for by the Admin staff. It is advisable to avoid using the same for the time being.
- Each employee shall have lunch at his / her own workstation.
- For time being, kindly bring & use utensils for lunch from home like plate, spoon, water bottle etc.
- Admin staff shall be doing sanitization of workspace minimum 3 times a day.

**Notes –**

*This SOP shall be implemented with immediate effect.*

*This SOP is applicable across all the departments of the Organization.*

*The purpose of this Standard Operating Procedure is to lay down the procedure to be followed for resuming work*

*Thanks to Online PSB Loans operating the portal [PSBloansin59minutes.com](http://PSBloansin59minutes.com) for sharing their SoP. This can act as guide post for other MSMEs.*

**You are now ready to FLY**  
**( Please look at the enlisted items as indicative of your entrepreneurial Journey. Tick the one you do as YES and Prepare for the Left outs)**

### Before Onboarding

- |  |                          |
|--|--------------------------|
| 1. <b>Check your destination:</b> Set a realistic target for your business   | <input type="checkbox"/> |
| 2. <b>Plan your travel itinerary</b> – Fix a target period to achieve the business target that you fixed.  | <input type="checkbox"/> |
| 3. <b>How much luggage you can carry- dispense unnecessary ones, it will cost you high at airport.</b><br>Be careful about your fixed costs.                               | <input type="checkbox"/> |
| 4. <b>Check seat- you want to be sandwiched in middle or be at window looking for opportunities or at aisle seats looking others flourishing.</b> Decide your target group | <input type="checkbox"/> |
| 5. <b>Order judiciously- over load of food can impact:</b> Accept orders that you can deliver in challenging times.  | <input type="checkbox"/> |
| 6. <b>Get travel insured:</b> Adequately Insure your assets against the risks. Insert force majeure clause in your contracts.  | <input type="checkbox"/> |

### Once you Onboard

- |  |                          |
|--|--------------------------|
| 7. <b>Look around. Look for interaction/learning with fellow travellers:</b> Keep an eye on what is happening around. Grab the opportunities and avoid the threat. | <input type="checkbox"/> |
| 8. <b>Network with Co-passengers:</b> Networking will help in enhancing business opportunities.  | <input type="checkbox"/> |
| 9. <b>Go for soul searching :</b> Some innovative solutions can come out by keeping eye closed & activating inner self.  | <input type="checkbox"/> |

### In emergency

- |   |                          |
|---|--------------------------|
| 10. <b>Put mask first on yourself and then help others. Oxygen is very important:</b> Have a business continuity plan in place. It is always better to have a sanctioned working capital limit from a bank. Pay when you use. Don't stretch too much when things look good. | <input type="checkbox"/> |
|---|--------------------------|

### At Destination

- |  |                          |
|--|--------------------------|
| 11. <b>While leaving your seat check belongings.</b> Don't leave anything which need to be disposed, behind. Remind yourself of tasks ahead during the day. Board the right vehicle to be on time, at ultimate target destination. | <input type="checkbox"/> |
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**Happy Entrepreneurial Journey, All along**



# Useful Links

1. To read our previous Knowledge Series and peruse Video Gallery, go through MSME Guide book at <https://www.udyamimitra.in/pages/knowledge-center>
2. More information on bankability kit <https://udyamitra.in/Content/MSEbankabilitykit2.pdf>
3. Visit <https://www.udyamimitra.in/FAQs> to get answers to your inquisitive queries
4. Prospective entrepreneurs may register themselves on <https://site.udyamimitra.in/Login/Register>
5. To enable Street Entrepreneurs access Micro Enterprise Loans, SIDBI powers PMSWANidhi at <https://pmsvanidhi.mohua.gov.in>
6. You can register as both buyer or seller on Government e Marketplace (GeM) website at <https://gem.gov.in/>
- 7(a). To learn more about Mudra Loans (Upto Rs. 10 Lakh), visit [mudra.org.in/FAQ](http://mudra.org.in/FAQ).
- 7(b). SC/ST and women entrepreneurs can borrow loans between Rs. 10 lakh and Rs. 1 Crore to start a manufacturing, trading or service unit under Stand Up India. Details are available at <https://www.standupmitra.in/>
8. Women Entrepreneurs visit <https://niti.gov.in/women-entrepreneurship-platform-web>
9. For mentor ship support please write to us at [pnd\\_ndo@sidbi.in](mailto:pnd_ndo@sidbi.in)

#### Disclaimer

This series has been brought out for aspirant/existing Swavalambis. These are not necessarily the views of Small Industries Development Bank of India (SIDBI) or a complete treatment of the subject.

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